

## In the United States Patent and Trademark Office

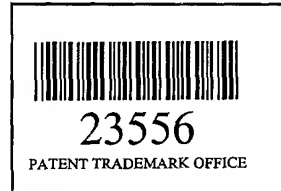
Applicants:	William Eugene Harvey et al.	Docket No.:	17,373
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For: METHOD FOR ESTIMATING THE EFFECT OF CHARACTERISTICS ON  
PRODUCT PREFERENCE

Express Mail EK563980427US

### Combined Declaration and Power of Attorney Original U.S. Patent Application Joint Inventors

ASSISTANT COMMISSIONER FOR PATENTS  
Washington, D.C. 20231



Sir:

As the below-named inventors, we hereby declare that:

Our respective residence addresses, post office addresses and citizenship designations are as stated below, next to our names.

We believe that we are the original, first and joint inventors of the subject matter which is claimed and for which a patent is sought in the patent application entitled:

METHOD FOR ESTIMATING THE EFFECT OF CHARACTERISTICS ON PRODUCT PREFERENCE

the specification of which is attached hereto.

We hereby state that each of us has reviewed and understands the contents of the above-identified specification, including the claims and any accompanying drawings as amended by any amendment specifically referred to in the oath or declaration.

We acknowledge our duty to disclose all information which is material to the patentability of this application as defined by 37 C.F.R. 1.56.

As the named inventors, we hereby appoint the attorneys and/or agents associated with Customer Number 23556 to prosecute this application and transact all business in the U.S. Patent and Trademark Office connected therewith.

We direct that all correspondence be addressed to the correspondence address associated with Customer Number 23556.

Our representative may be reached at: (920) 721-8863.

We hereby declare that:

1. All statements made herein of our own knowledge are true and that all statements made on information and belief are believed to be true; and

2. These statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of this application or any patent issued thereon.

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